

Message Text

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ACTION AF-08

INFO OCT-01 EB-07 ISO-00 PER-03 ABF-01 SS-15 SP-02 /037 W

-----201155Z 113155 /14

R 201010Z JAN 77

FM AMCONSUL JOHANNESBURG

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 5502

AMEMBASSY PRETORIA

AMCONSUL CAPE TOWN

AMCONSUL DURBAN

UNCLAS JOHANNESBURG 0103

CAPE TOWN ALSO FOR EMBASSY

E.O. 11652: N/A

TAGS: BEXP, SF

SUBJECT: COMMERCIAL PROGRAM: PRODUCT LITERATURE DISPLAY:

AUTOMOTIVE MAINTENANCE AND REPAIR EQUIPMENT

REFS: 1. USDOC 21888, 2. PRETORIA 5828

1. MARKET ANALYSIS SUBJECT PRORAM CONTAINED IN OUR A-05 DATED JANUARY 24. WE AWARE DEPARTMENTS REQUEST FOR CABLED SHORT MARKET ANALYSIS REFTEL (1). HOWEVER, AS REPORTED REFTEL (2) EMBASSY AND CONGENS JOHANNESBURG AND CAPE TOWN SHALL EVALUATE RESULTS CATALOG DISPLAY SCHEDULED FOR FEBRUARY 14-23 PRIOR TO CONFIRMING THIS EVENT IN FY'77 CRAG. PRINTING AND GRAPHIC ARTS (PGA)

2. NEVERTHELESS, (AS REPORTED IN OUR A-05 DATED JAN 24) WE BELIEVE THAT, FOR DEPARTMENTS PRIOR PLANNING AT THIS STAGE, GIVEN AN AGREEMENT TO EXPAND DISPLAY TO INCLUDE AUTOMOTIVE PARTS AND ACCESSORIES (SCHEDULE B COMMODITY NOS. 6291020, 6294005, 6638202, 6638215, 6647020, 6647040, 6648015, 6952304, 6952307, 7115004, 7115036, 7115064, UNCLASSIFIED

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7191509, 7192257, 7193154, 7195320, 7195344, 7222091, 7231030, 7242030, 7291210, 7294110, 7294120, 7294135, 7294145, 7294210, 7294220, 7294230, 7328942, 7328943, 7328944, 7328948, 8124210, 8618220, 8619320, 8619742, 8619748, 8619905,) FOR SELECTED RANGE OF SPARE PARTS AND ACCESSORIES TOGETHER WITH MAINTNANCE AND REPAIR EQUIPMT (BTN CATEGORIES 82.03.10; 82.07.50.10, 84.11.30, 84.21.50, 84.21.60, 84.59.60, 85.23.15, 90.24.20.40,

90.28.10, 90.27.30, 90.16.20.20, 90.28.20.90) THERE WOULD BE
SUFFICIENT MARKET TO JUSTIFY THIS EVENT

3. BRIEFLY, OUR SURVEY SHOWS THAT FOREGOING AGGREGATES PROVIDE
AN ESTIMATED IMPORT MARKET OF \$26 MILLION (US SHARE \$5.2
MILLION: PERCENTAGE 20) WHERE AUTOMOTIVE REPAIR AND MAINTANANCE
SS CONCERNED, AND \$25 MILLION US EXPORTS WHERE PARTS AND ACCESSORIES
ARE CONVERNED.

4. THE TARGET MARKET UNIVERSE IS MORE THAN 1,000 COMPRISED OF
12. MANUFACTURES, 51 IMPORTERS, AGENTS AND DISTRIBUTORS,
CONSERVATIVLY 500 ENDUSERS IN THE REPAIR AND MAINTENANCE
INDUSTRY, AND CONSERVATIVELY 500 MANUFACTURERS, AGENTS
AND DISTRIBUTORS IN THE PARTS AND ACCESSORIES INDUSTRIES.
SUGGEST PLANS PACKAGE NOT BE SENT US INDUSTRY PRIOR USDOC RECEIPT
OUR PGA EVALUATIONS.
JOHNSON

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NNN

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Subject: COMMERCIAL PROGRAM: PRODUCT LITERATURE DISPLAY: AUTOMOTIVE MAINTENANCE AND REPAIR EQUIPMENT
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